



# NAMI

National Alliance on Mental Illness

# Walks

## 2016

## Proposal for Sponsorship



#IAmStigmaFree

**Saturday, May 7, 2016**  
**Princeton, New Jersey**

National NAMIWalks Elite Sponsor



National Walk Partner

# NAMIWalks Mercer County

Located in Lawrenceville, New Jersey, NAMI Mercer County and its dedicated volunteers work together to raise awareness and provide essential education, advocacy and support group programs for people in our community living with mental illness and their loved ones. NAMI Mercer County is a nonprofit, grassroots organization that addresses the mental health needs of our community, replaces stigma with understanding and helps thousands of families and individuals each year.

To register a team online,  
visit [www.namiwalks.org/mercercounty](http://www.namiwalks.org/mercercounty).

## Participant Information

All participants are encouraged to collect donations from family members, friends, co-workers and business associates. All walkers raising \$100 or more receive a NAMIWalks event t-shirt.

## Walk Teams and Participation

Companies, organizations and families are encouraged to organize teams of walkers made up of employees, organization members, relatives and friends.

## NAMIWalks Nationwide

The largest mental health education and fundraising effort in America, NAMIWalks brings together thousands of individuals and supporters to celebrate mental illness recovery, to honor those who have lost their lives to mental illness and to help raise funds, combat stigma and promote awareness.

This year marks the 14th Anniversary of NAMIWalks. In 2015, 79 NAMIWalks events raised almost \$12 million to support local programs and initiatives that improve the lives of persons impacted by mental illness. NAMIWalks hosts teams from all over the community and features a program of local celebrities and community leaders along with food, information booths and prominent recognition of sponsors.

## About NAMI

NAMI is the National Alliance on Mental Illness, the nation's largest grassroots mental health organization. NAMI provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.

# SPONSORSHIP OPPORTUNITIES

There are numerous ways corporations and organizations can partner with NAMIWalks to help build better lives for families and individuals in Greater Mercer County affected by mental illness.



Sponsor Benefit	Premier	Presenting	Major	Gold	Silver	Start/Finish Line	Kick-off Event	Bronze	Supporter	Kilometer
Recognition at Kick-off Event	✓									
Stage appearance on walk day	✓	✓								
Listing in electronic communication	✓	✓								
Logo on stage banner on walk day	✓	✓	✓							
Sponsor's name included in press release	✓	✓	✓							
Logo on walk day signage	✓	✓	✓	✓						
Walk day booth space or tent*	✓	✓	✓	✓						
Walk day table*	✓	✓	✓	✓	✓					
Logo on event poster	✓	✓	✓	✓	✓					
Logo on NAMIWalks brochure	✓	✓	✓	✓	✓	✓	✓	✓		
Logo displayed on website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Listing on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's logo/name on route sign										✓
Please note: some benefits subject to print deadlines.	\$15,000	10,000	7,500	5,000	2,500	1,500	1,500	1,000	500	250

Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation, including sponsorship of the food and beverages.

\*Vendor Space is available for an additional fee for \$250-\$1,500 Level Sponsors. Contact the Walk Manager for more information.

# 2015 Top Sponsors

Otsuka America Pharmaceutical, Inc.  
The Times of Trenton  
Janssen Pharmaceuticals, Inc.  
Educational Testing Service  
UBS Financial Services, Princeton  
The Honorable Joseph and Nancy Irenas  
Alexander Road Associates  
Catholic Charities, Diocese of Trenton  
Comcast NBC Universal  
PRIDE Industries  
Princeton House Behavioral Health  
Teva Select Brands  
Capital Health  
Carrier Clinic  
Genentech

Houghton Contracting  
JCL Financial Group  
MetLife - Elizabeth Kuhns  
NAMI New Jersey  
NJ American Water  
New Jersey Natural Gas  
Tom Pyle  
NJM Insurance Group  
PerformCare  
Sargent Wealth Management  
Stark & Stark  
Top Notch DJ Entertainment  
Alpha Kappa Alpha - Epsilon Upsilon

Borden Perlman Salisbury & Kelly  
Disability Rights NJ  
Dr. Richard Levandowski  
Greater Trenton Behavioral Health  
Hampton Behavioral Health Center  
Heart to Hearts, Inc  
Hopewell Valley Community Bank  
Karen Marquis PhD  
Kivler Communications  
Princeton Center for Dental Aesthetics  
Princeton Medical Institute  
Risoldi's Market  
TD Bank

## SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2016 Mercer County NAMIWalks event. We authorize NAMI to include our name and/or logo on all the materials printed for the event consistent with our sponsorship selection below.

<input type="checkbox"/> Premier Sponsor	\$15,000	<input type="checkbox"/> Start/Finish Line Sponsor	1,500
<input type="checkbox"/> Presenting Sponsor	10,000	<input type="checkbox"/> Kick-off Event Sponsor	1,500
<input type="checkbox"/> Major Sponsor	7,500	<input type="checkbox"/> Bronze Sponsor	1,000
<input type="checkbox"/> Gold Sponsor	5,000	<input type="checkbox"/> Supporter Sponsor	500
<input type="checkbox"/> Silver Sponsor	2,500	<input type="checkbox"/> Kilometer Sponsor	250

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Email address: \_\_\_\_\_

For guaranteed inclusion of name/logo on printed materials, return form by February 10, 2016.

- Check enclosed (please make payable to NAMI Mercer County)
- Credit card payments accepted online at [www.namiwalks.org/mercercounty](http://www.namiwalks.org/mercercounty)
- Please send an invoice
- Please reserve an exhibit booth space (\$5,000 & above sponsorships)
- Please reserve an exhibit table and 2 chairs (\$2,500 & above sponsorships)
- We will not be using our included exhibit space

For your records, our Tax ID# is 22-2587453. Please forward logo or any questions to: Christine Bakter at [cbakter@namimercer.org](mailto:cbakter@namimercer.org) or call 609-799-8994.

### PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Mercer NJ, 3371 Brunswick Pike, Suite 124, Lawrenceville, NJ 08648

NAMI Mercer County  
609-799-8994  
[www.namiwalks.org/mercercounty](http://www.namiwalks.org/mercercounty)  
[cbakter@namimercer.org](mailto:cbakter@namimercer.org)  
TAX ID #22-2587453



To learn more about NAMIWalks  
visit [www.namiwalks.org](http://www.namiwalks.org).